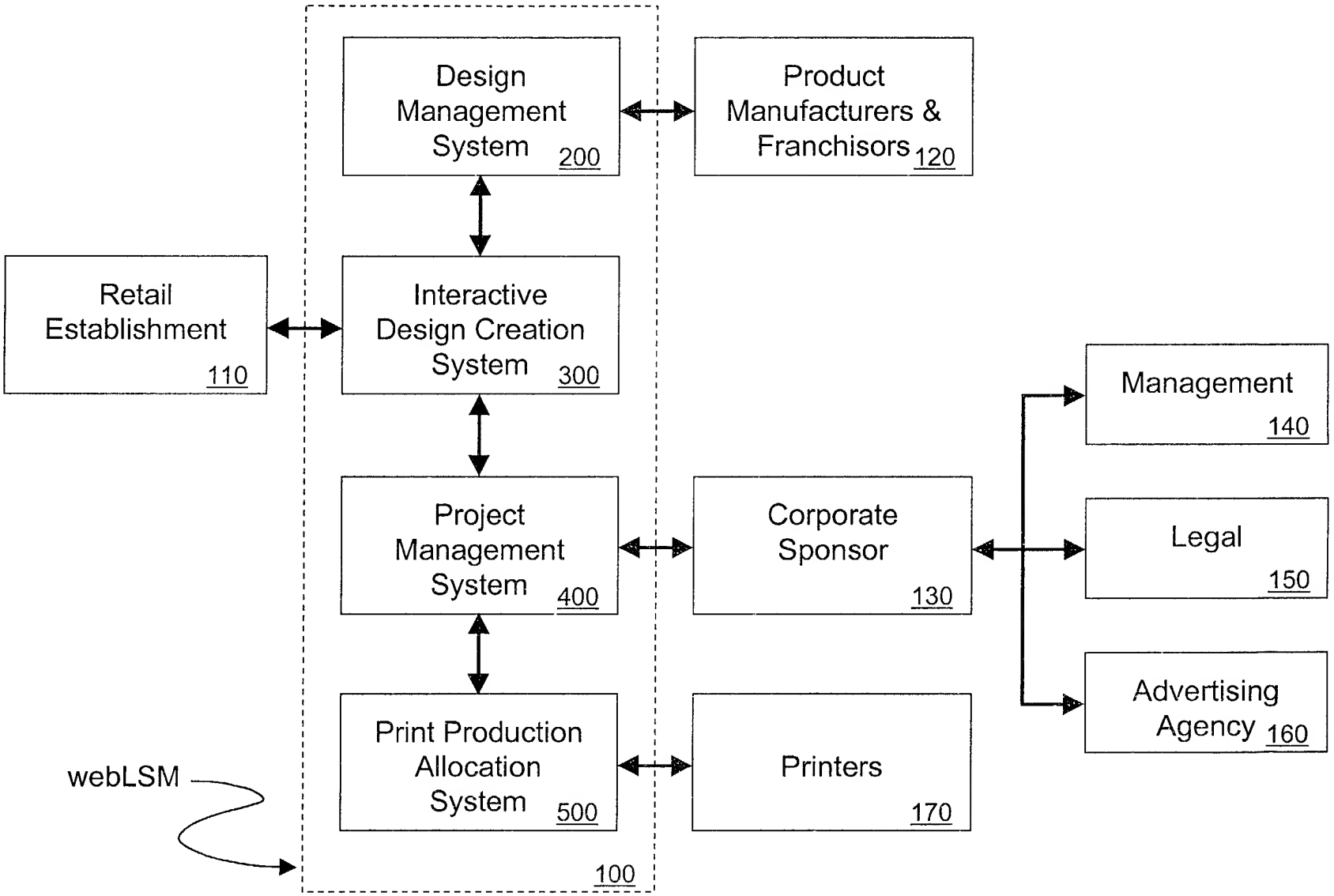

Design Management System 200
Product Manufacturers & Franchisors 120
Retail Establishment 110
Interactive Design Creation System 300
Project Management System 400
Corporate Sponsor 130
Management 140
Legal 150
Advertising Agency 160
Print Production Allocation System 500
Printers 170
webLSM
100

FIG. 1

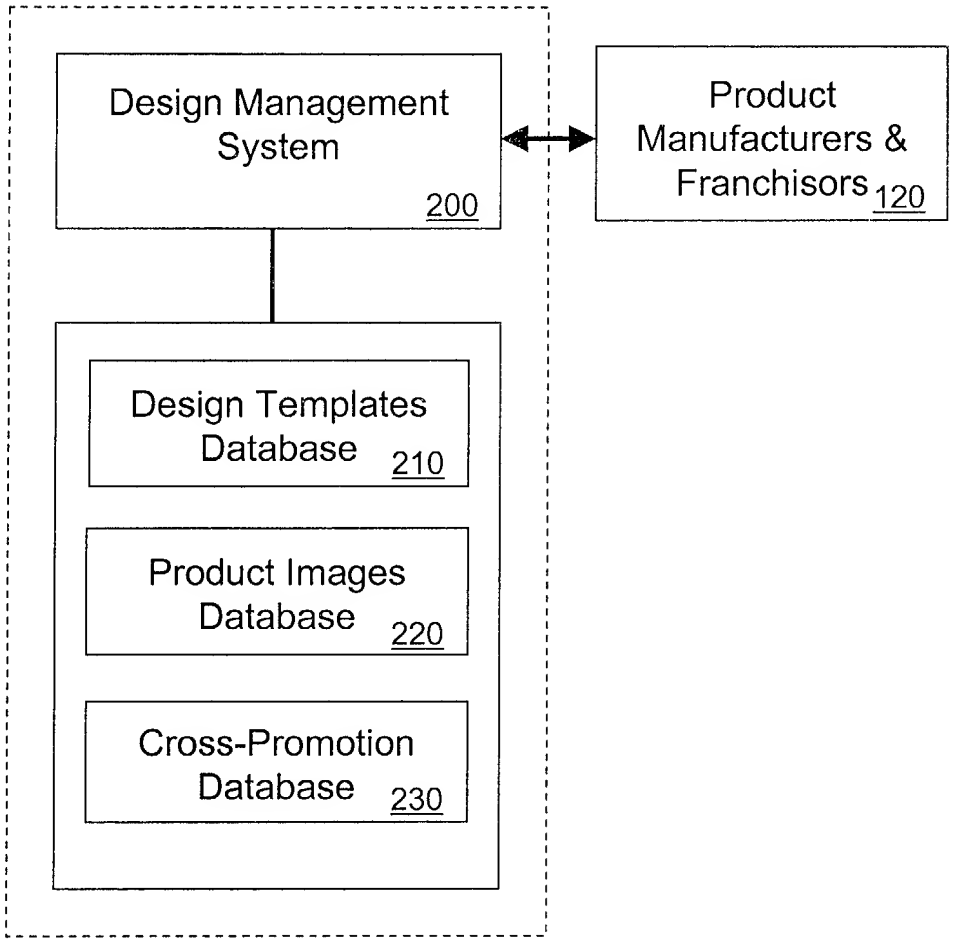

Design Management System
200
Product Manufacturers & Franchisors
120
Design Templates Database
210
Product Images Database
220
Cross-Promotion Database
230

FIG. 2

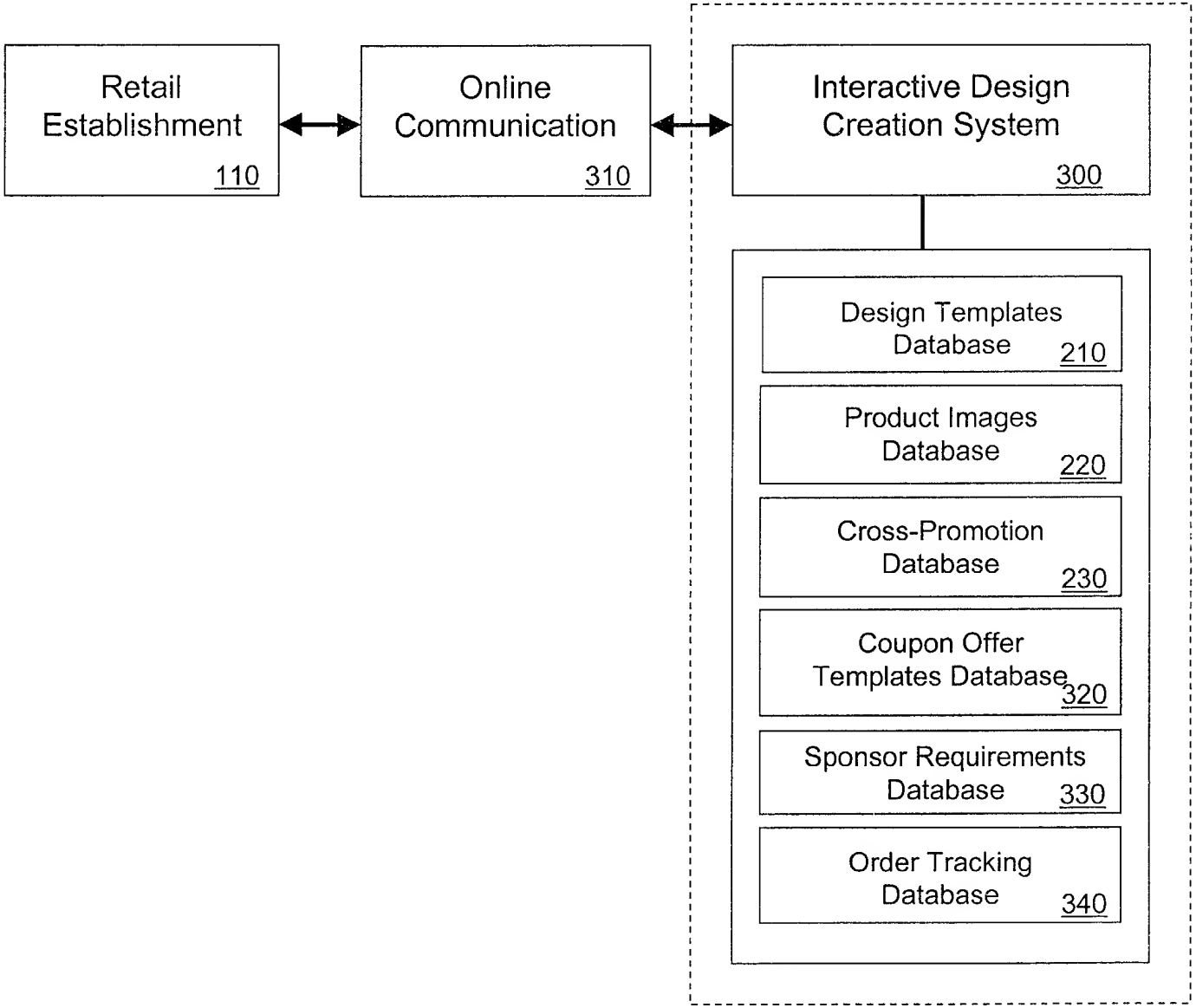

Retail Establishment
110
Online Communication
310
Interactive Design Creation System
300
Design Templates Database
210
Product Images Database
220
Cross-Promotion Database
230
Coupon Offer Templates Database
320
Sponsor Requirements Database
330
Order Tracking Database
340

FIG. 3

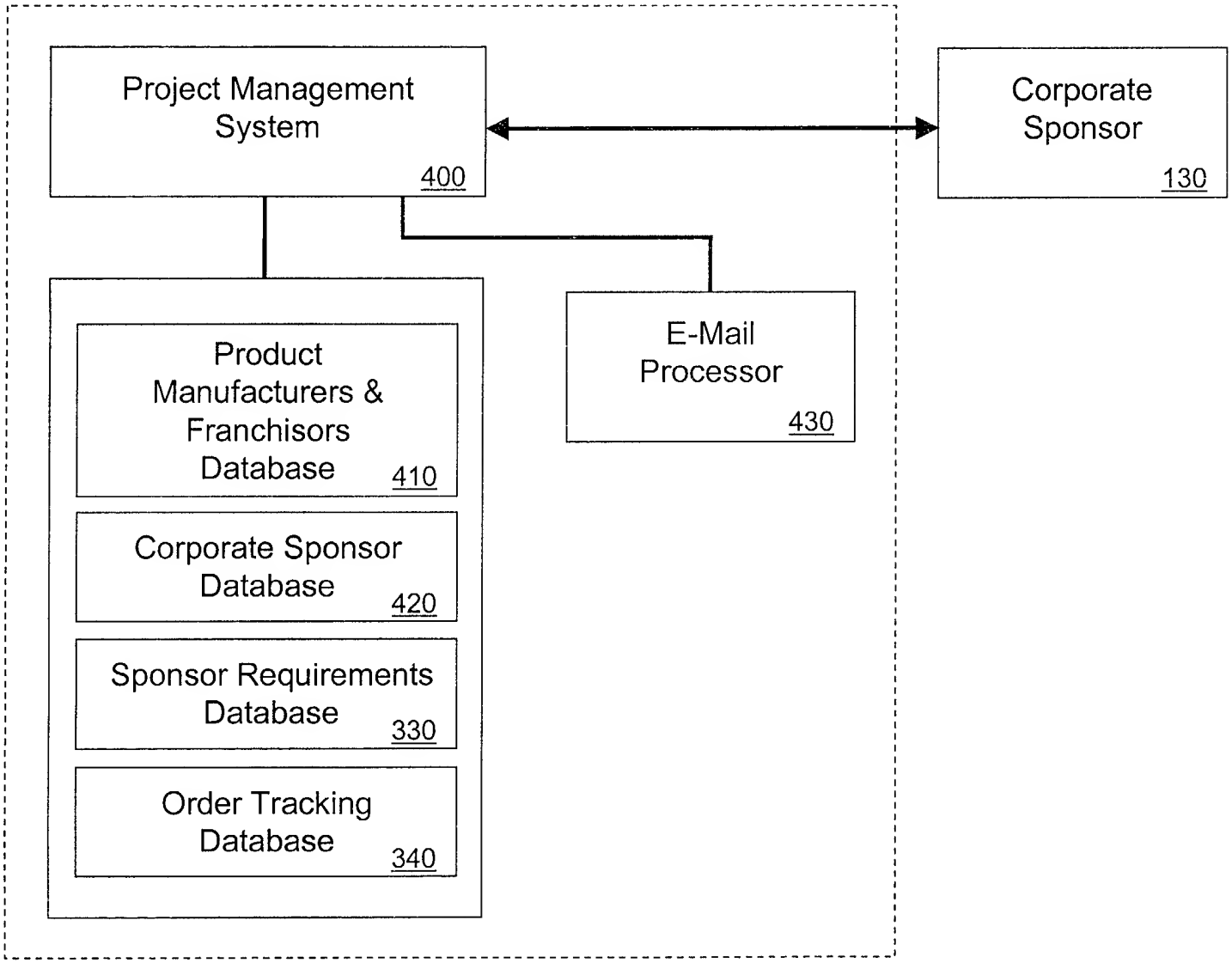

Project Management System
400
Corporate Sponsor
130
Product Manufacturers & Franchisors Database
410
E-Mail Processor
430
Corporate Sponsor Database
420
Sponsor Requirements Database
330
Order Tracking Database
340

FIG. 4

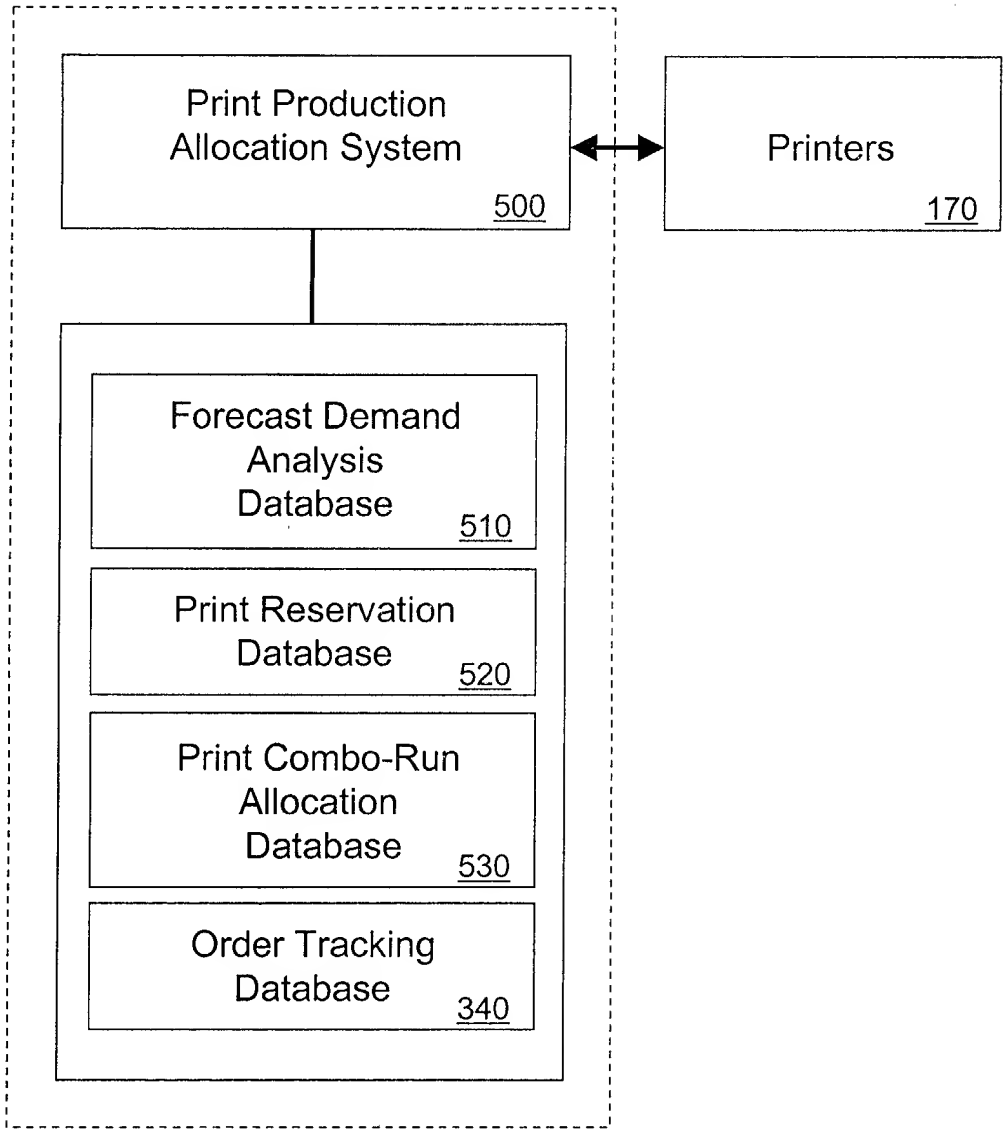

Print Production Allocation System
500
Printers
170
Forecast Demand Analysis Database
510
Print Reservation Database
520
Print Combo-Run Allocation Database
530
Order Tracking Database
340

FIG. 5

Product Images Database 220

Product Category 605	Product 610	Product Name 615	Brand 620	Image 625	Source 630	Note 635
Fast Food	Hamburger	BurgerAndFries	Unbranded		Internal	
Beverage	Soft Drink	Coke	Coca Cola		Supplier	Use thru 12/31/00
Fast Food	Pizza	PizzaSlice	Unbranded		Stock Photo	$20 per usage

FIG. 6

Cross-Promotion Database 230

Supplier 705	Promotion Theme 710	Valid From 715	Valid To 720	Special1 725	Price1 730	Image1 735	Note 740
Taco Bell	Summer Fun	6/18/00	7/15/00	Taco	$0.99		2 for
Coca Cola	July 4th	6/25/00	7/8/00	Coke	$1.49		6-pack

FIG. 7

Sponsor Requirements Database 330

Sponsor ID	Mgmt	Legal	Agency	Market Region	Market Area	Mgmt Contact	Legal Contact	Agency Contact
805	810	815	820	825	830	835	840	845
S00-000010	Yes	Yes	No	Pacific West	Los Angeles	Someone@Place.com	Someoneelse@Place.com	

FIG. 8

Order Tracking Database 340

Order Master Database

Order Master ID 9M05	Customer ID 9M10	Site ID 9M15	Order Design 9M20	Mgmt Approval 9M25	Legal Approval 9M30	Agency Approval 9M35	Delivery 9M40	Status 9M50
O00-000101	C00-00011			O.K.	Pending	O.K.	Deliver to site	Pending Approval

FIG. 9a

Order Tracking Database 340

Order Detail Database

Order Master ID 9D05	**Order Detail ID** 9D10	**Material** 9D15	**Qty** 9D20	**Image1** 9D25	**Image2** 9D30	**Head1** 9D35	**Subhead1** 9D40	**Product1** 9D45
		Flyer	5000			2 For Special		Hamburger

FIG. 9b

Order Tracking Database 340

Order Detail Database

Price1	Logo1	Head2	Subhead2	Product2	Price2	Logo2	etc.		
9D50	9D55	9D60	9D65	9D70	9D75	9D80			
$2.99									

FIG. 9c

Print Reservation Database 520

Press Run 1005	Week of 1010	Printer ID 1015	Press Size 1020	Material 1025	Maximum 1030	Status 1035
R00-000101	7/2/00	P00-004	23" x 36"	Flyer	8	In progress
R00-000102	7/9/00	P00-005	17" x 24"	Door Hanger	8	Reserved

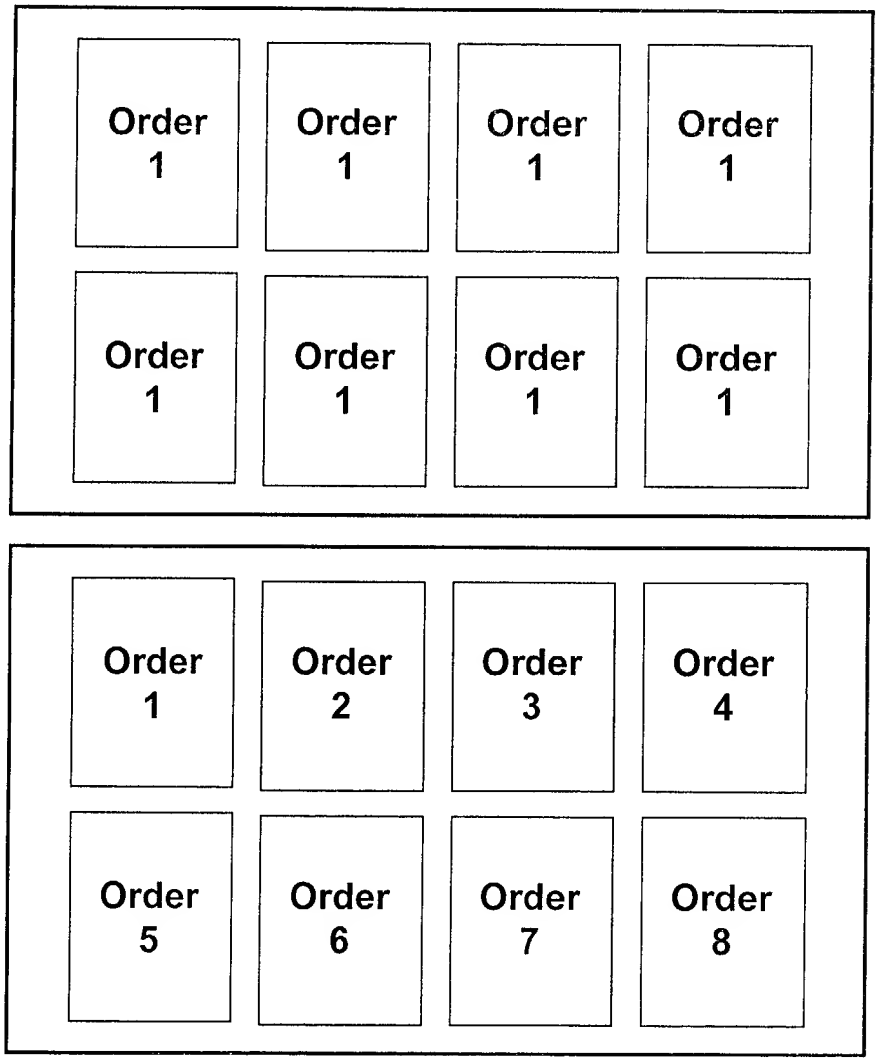
FIG. 10

Print Combo-Run Allocation Database 530

Press Run 1105	Section No. 1110	Order Master ID 1115	Order Detail ID 1120	Status 1125
R00-000101	1	O00-000098	O00-000098-01	
R00-000101	2	O00-000099	O00-000099-01	

FIG. 11

Combo-Run vs. Single-Order Press-Run



Single-order press-run: The same image is repeated to fill the space on the plate, each instance requiring pre-press setup time.

Combo-run: Multiple orders are combined. Pre-press setup costs are shared and per-order print production costs minimized.

FIG. 12

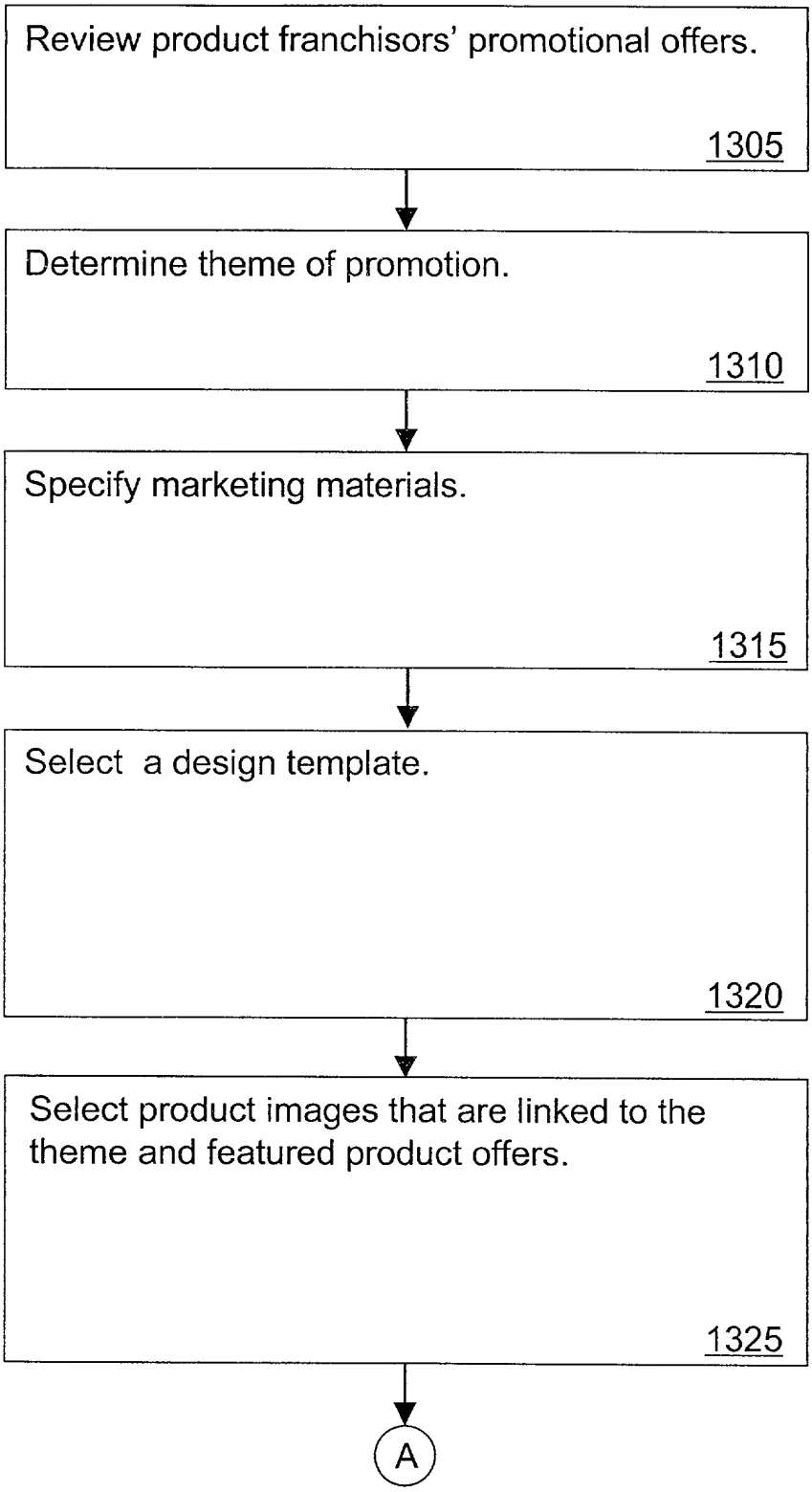

Review product franchisors' promotional offers.
1305
Determine theme of promotion.
1310
Specify marketing materials.
1315
Select a design template.
1320
Select product images that are linked to the theme and featured product offers.
1325
A

FIG. 13a

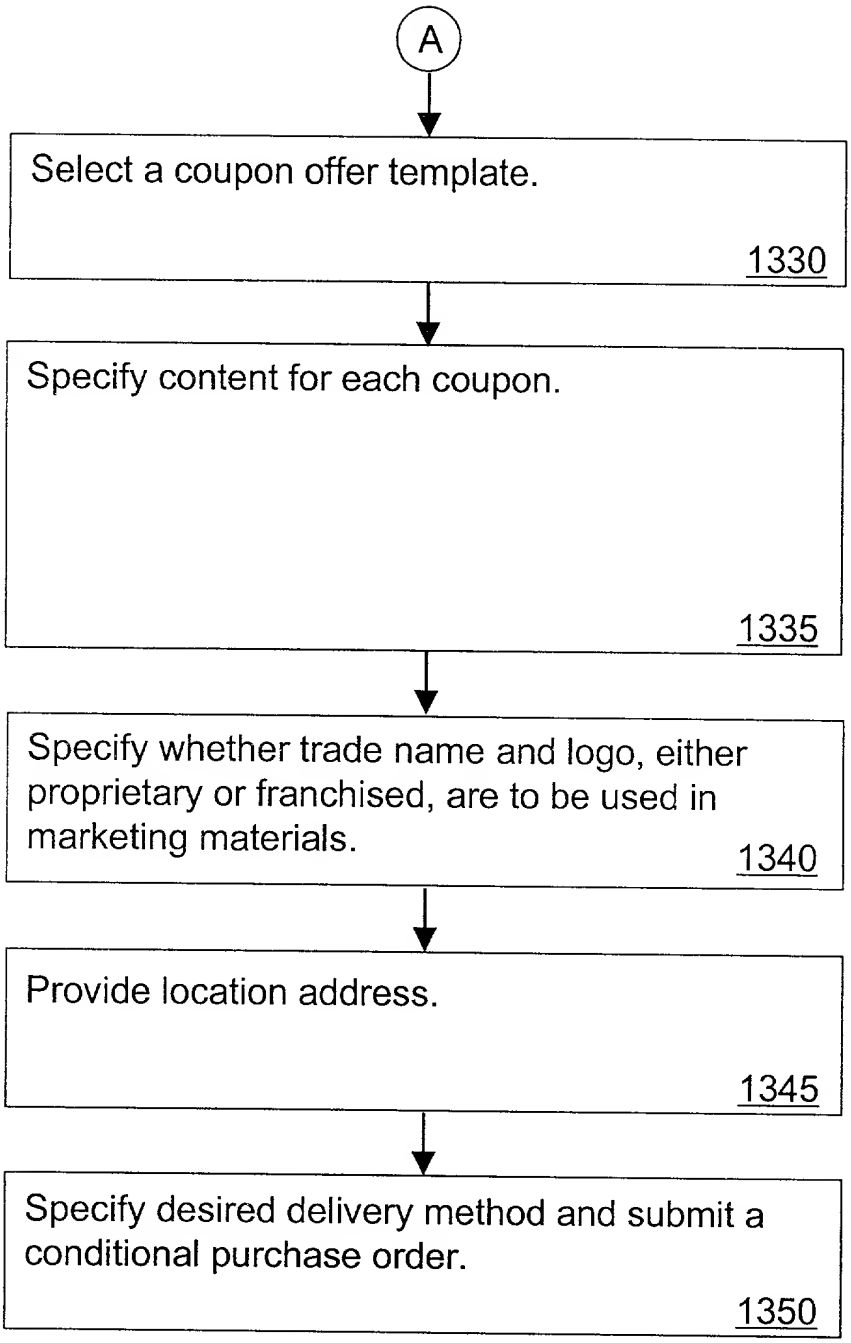

A
Select a coupon offer template.
1330
Specify content for each coupon.
1335
Specify whether trade name and logo, either proprietary or franchised, are to be used in marketing materials.
1340
Provide location address.
1345
Specify desired delivery method and submit a conditional purchase order.
1350

FIG. 13b

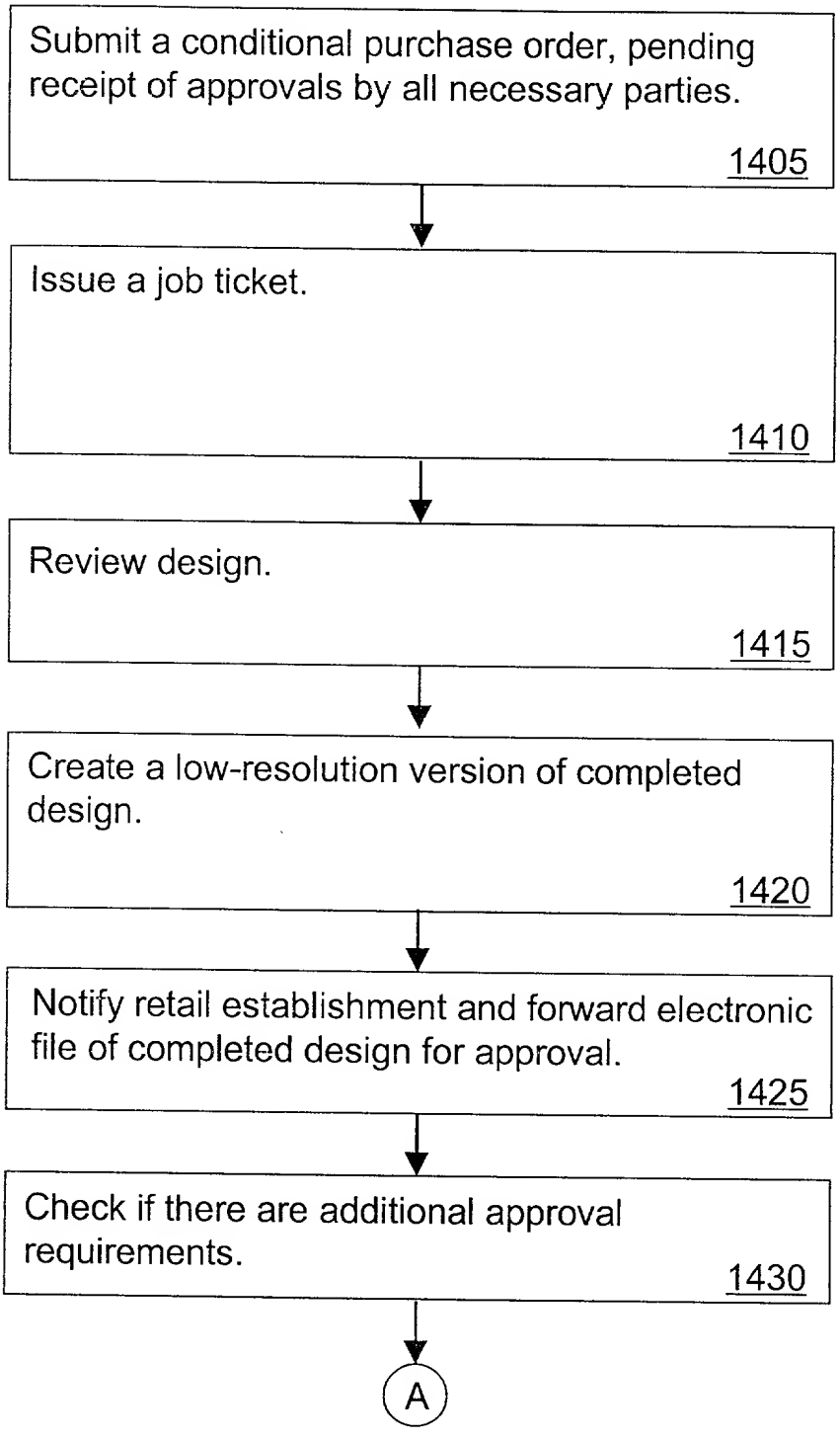

Submit a conditional purchase order, pending receipt of approvals by all necessary parties.
1405
Issue a job ticket.
1410
Review design.
1415
Create a low-resolution version of completed design.
1420
Notify retail establishment and forward electronic file of completed design for approval.
1425
Check if there are additional approval requirements.
1430
A

FIG. 14a

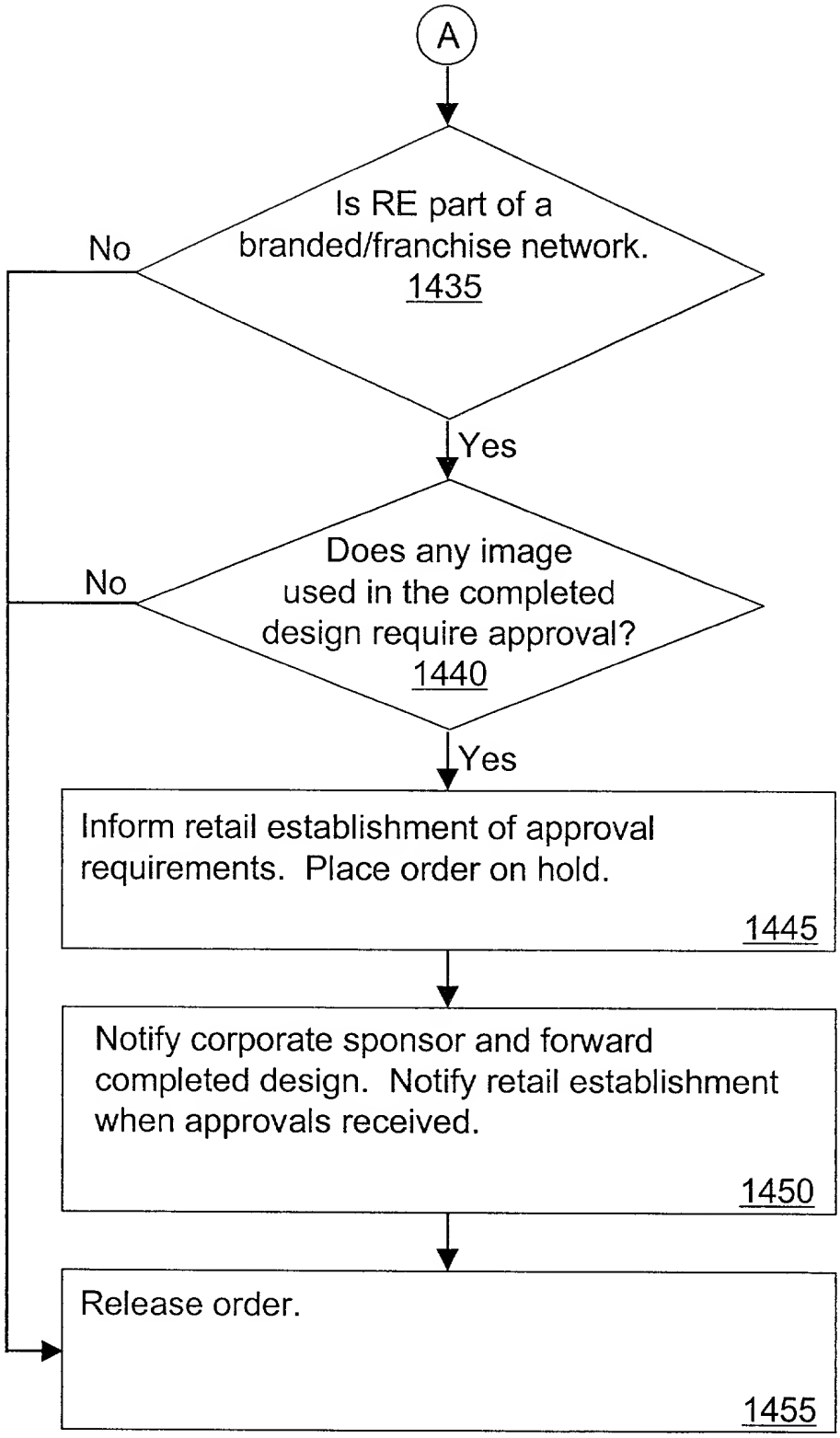

A
Is RE part of a branded/franchise network. 1435
No
Yes
Does any image used in the completed design require approval? 1440
No
Yes
Inform retail establishment of approval requirements. Place order on hold. 1445
Notify corporate sponsor and forward completed design. Notify retail establishment when approvals received. 1450
Release order. 1455

FIG. 14b

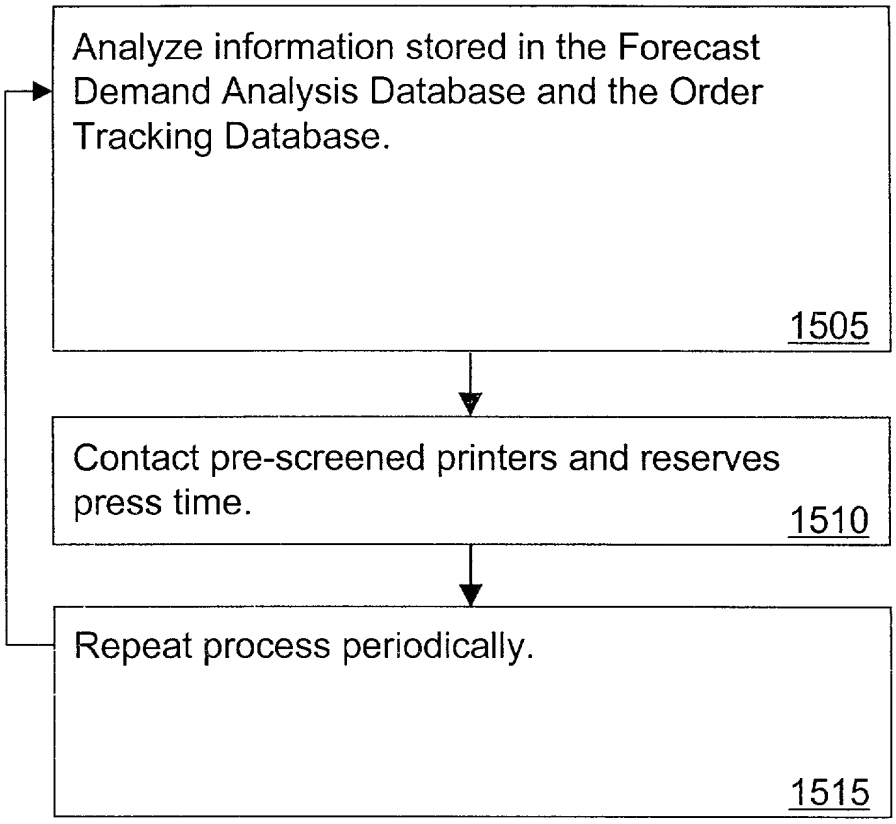

Analyze information stored in the Forecast Demand Analysis Database and the Order Tracking Database.
1505
Contact pre-screened printers and reserves press time.
1510
Repeat process periodically.
1515

FIG. 15

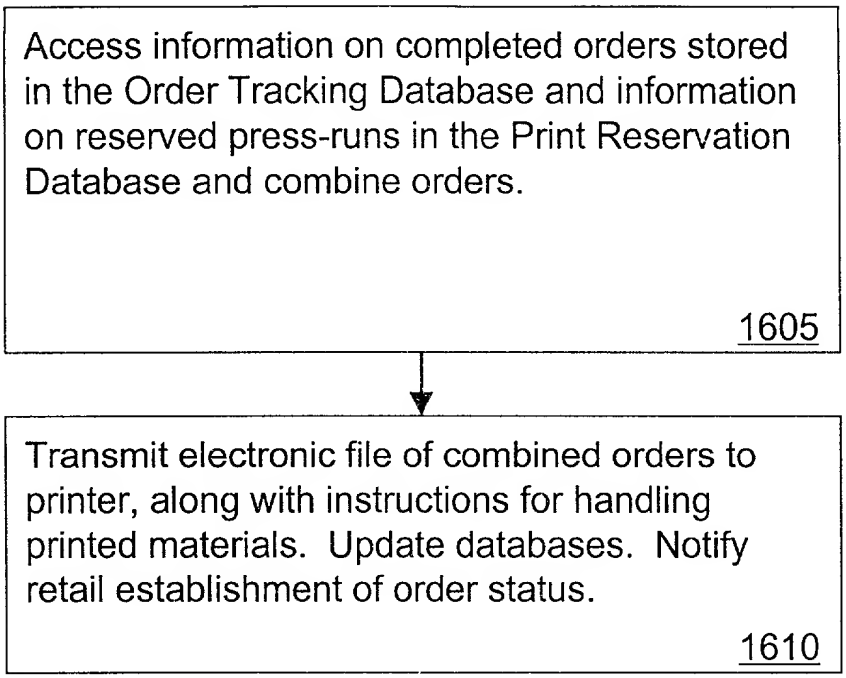

Access information on completed orders stored in the Order Tracking Database and information on reserved press-runs in the Print Reservation Database and combine orders.
1605
Transmit electronic file of combined orders to printer, along with instructions for handling printed materials. Update databases. Notify retail establishment of order status.
1610

FIG. 16

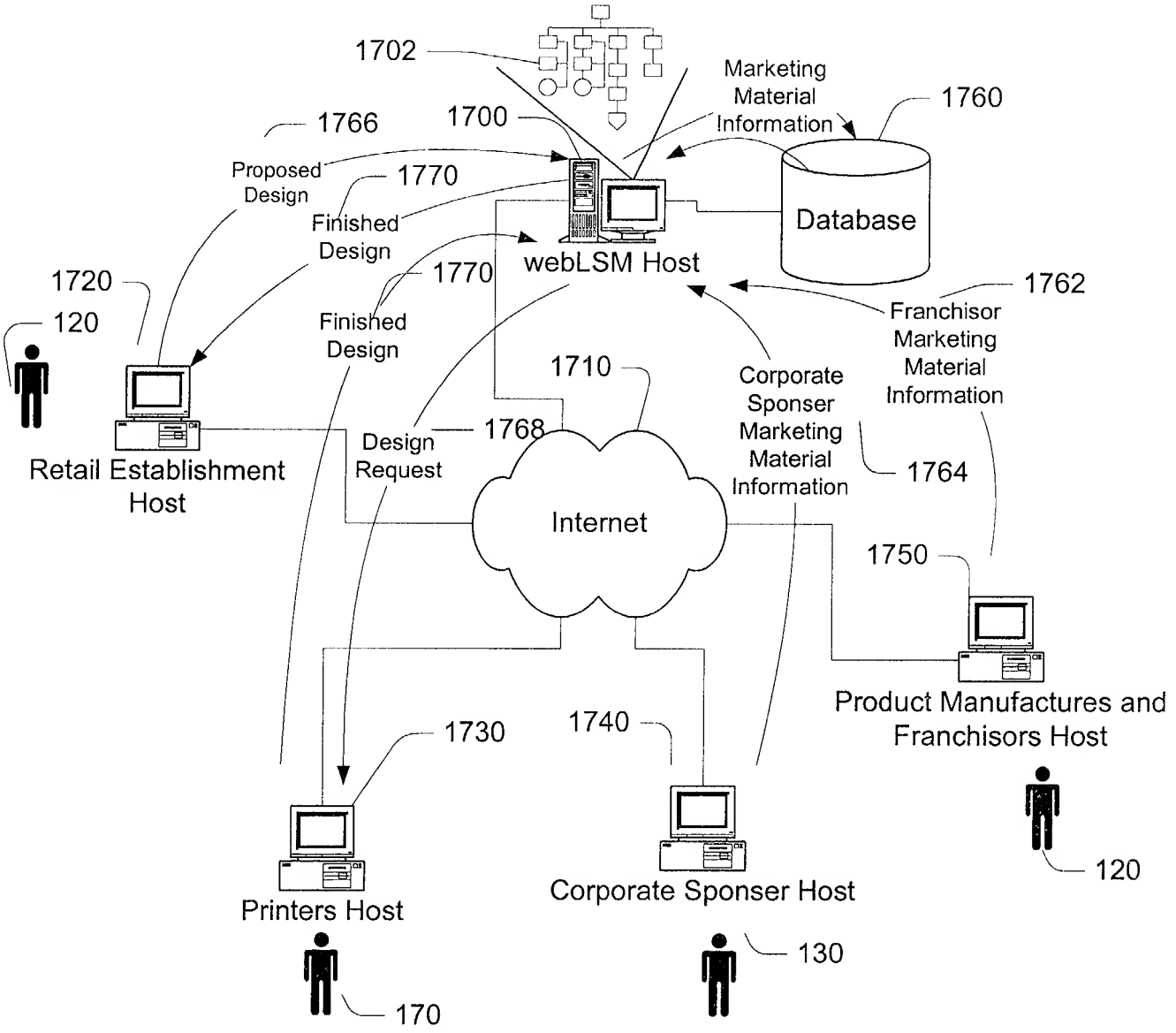

1702
1700
1766
Proposed Design
1770
Finished Design
1770
Finished Design
1720
120
Retail Establishment Host
webLSM Host
Marketing Material Information
1760
Database
1762
Franchisor Marketing Material Information
Corporate Sponser Marketing Material Information
1764
1710
Design Request
1768
Internet
1750
Product Manufactures and Franchisors Host
120
1730
Printers Host
170
1740
Corporate Sponser Host
130

FIG. 17

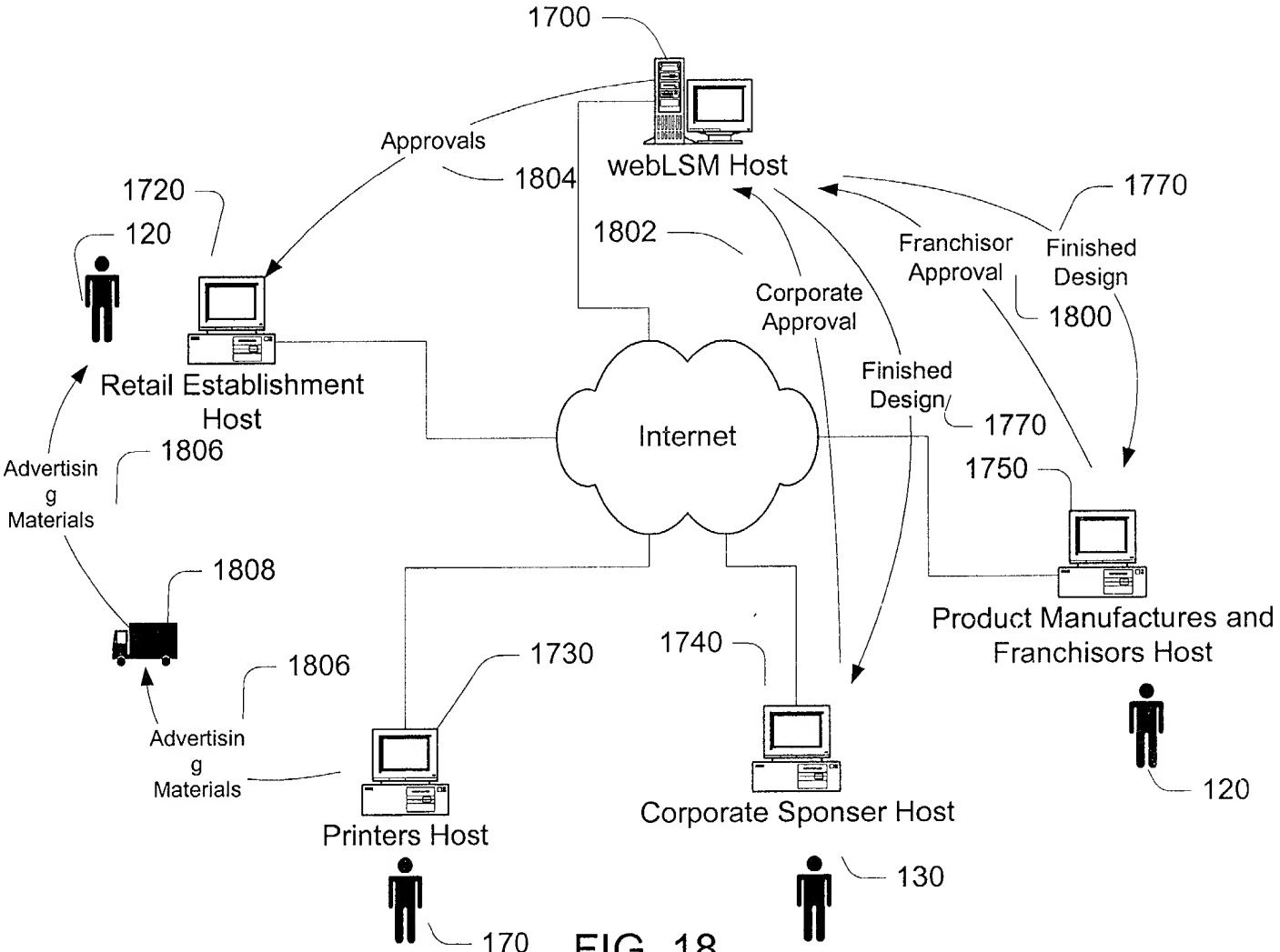

1700
webLSM Host
Approvals
1804
1720
120
Retail Establishment Host
1802
Corporate Approval
Franchisor Approval
Finished Design
1770
1800
Finished Design
1770
Internet
1750
Product Manufactures and Franchisors Host
120
Advertising Materials
1806
1808
1806
Advertising Materials
1730
Printers Host
170
1740
Corporate Sponser Host
130

FIG. 18

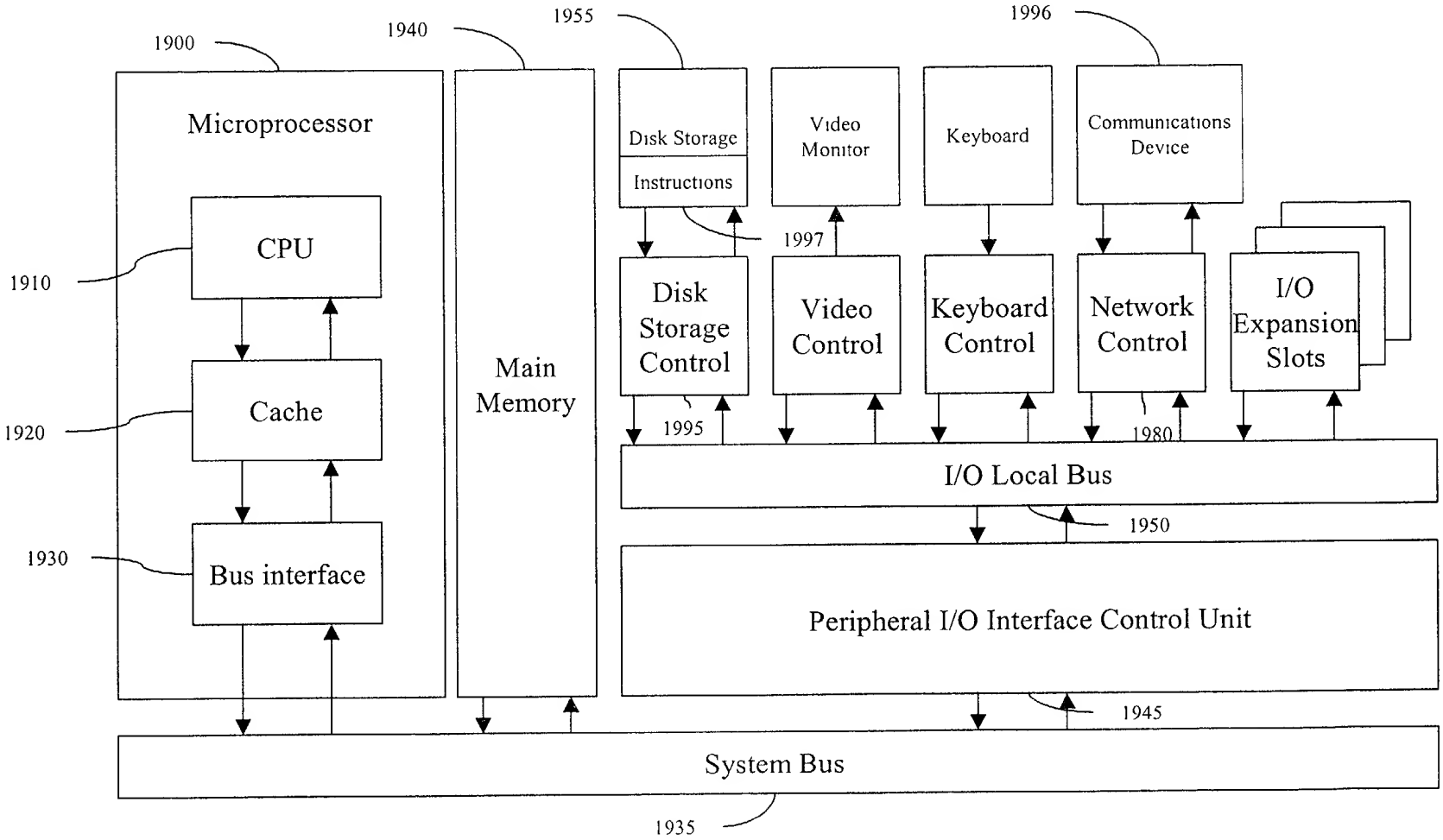

1900
Microprocessor
1910
CPU
1920
Cache
1930
Bus interface
1940
Main Memory
1955
Disk Storage
Instructions
1997
Disk Storage Control
1995
Video Monitor
Video Control
Keyboard
Keyboard Control
1996
Communications Device
Network Control
1980
I/O Expansion Slots
I/O Local Bus
1950
Peripheral I/O Interface Control Unit
1945
System Bus
1935

FIG. 19